

# Eliza Cannon

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## SUMMARY

Early career media planning candidate with supervised academic experience supporting paid digital media strategy for healthcare campaigns. Built practical skills in audience research, competitive analysis, RFP evaluation, **vendor coordination**, **campaign documentation**, **creative trafficking**, reporting, and optimization analysis. Used Excel, PowerPoint, and Word to organize findings, validate calculations, prepare recurring analysis slides, and manage detail focused deliverables. Applied Comscore, Kantar, and MRI research concepts through coursework and project labs, translating audience information into clear planning recommendations. Completed simulations involving **campaign authorizations**, NDAs, W9s, insertion orders, vendor documentation, Traffic Sheets, and Advertising Operations handoffs. Strong math aptitude supports accurate media calculations and reporting. Reliable teamwork, inclusive communication, prioritization, organization, presentation skills, and time management support thoughtful progress across multiple projects and meaningful contributions to healthcare media planning.

## EDUCATION

### Bachelor's Degree in Advertising

2026

University of Wisconsin Madison GPA: 0

Madison, WI

**Coursework:** Media planning, digital media buying, audience research, campaign analytics, presentation development

## TECHNICAL SKILLS

- **Media Research Platforms:** Comscore, Kantar, MRI
- **Office Applications:** Excel, PowerPoint, Word
- **Media Planning:** Paid media planning, digital media buying, audience planning
- **Campaign Documentation:** Campaign authorizations, insertion orders, vendor records
- **Vendor Processes:** RFP evaluation, vendor coordination, vendor meetings
- **Compliance Records:** NDAs, W9s, countersignatures
- **Creative Trafficking:** Creative trafficking, Traffic Sheets, Advertising Operations
- **Media Reporting:** Campaign reports, recurring analysis slides, reporting
- **Optimization Analysis:** Pacing review, optimization analysis, delivery review
- **Data Organization:** Excel calculations, source documentation, discrepancy reconciliation
- **Presentation Development:** PowerPoint narratives, research summaries, faculty presentations
- **Project Coordination:** Milestone tracking, prioritization, time management

## SKILLS

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|------------------------|------------------------|---------------------------|----------------|
| • Media planning       | • MRI                  | • Campaign authorizations | • Optimization |
| • Digital media buying | • Competitive analysis | • Insertion orders        | • Excel        |
| • Comscore             | • RFP evaluation       | • Traffic Sheets          | • PowerPoint   |
| • Kantar               | • Vendor coordination  | • Reporting               |                |

## EXPERIENCE

### Associate Media Planning Capstone

January 2026 - September 2026

Capstone Project

Madison, WI

Supported a supervised healthcare media planning simulation from audience research through documentation, reporting, creative trafficking, and an Advertising Operations handoff. Contributed to RFP review, vendor coordination, media calculations, and recurring presentation materials while maintaining accurate records across multiple deliverables.

- Built a supervised paid media plan for a patient education campaign using documented audience objectives.
- Evaluated classroom RFP responses with audience fit, inventory, pricing considerations, and vendor service comparisons.
- Compiled **competitive research** into recurring PowerPoint analysis slides for planner review and discussion.
- Applied **Comscore**, **Kantar**, and MRI concepts while documenting sources and validating media calculations.
- Created simulated authorizations, **insertion orders**, NDAs, W9 tracking, and vendor documentation records.
- Prepared **Traffic Sheets** for digital assets and completed an **Advertising Operations** trafficking handoff.

### Digital Media Planning Project

September 2025 - December 2025

University Project

Madison, WI

Developed a supervised healthcare case study recommendation across research, audience comparison, presentation development, reporting review, and **optimization analysis**. Coordinated overlapping deadlines with milestone tracking and maintained clear records that supported consistent team communication and faculty feedback.

- Developed a multichannel healthcare media recommendation using **audience research** and documented planning assumptions.
- Organized **Excel** research and compared audience and competitive information across selected media options.
- Presented planning recommendations to a faculty panel through a concise **PowerPoint** narrative.
- Reviewed sample campaign reports and identified pacing and **optimization** opportunities under faculty supervision.
- Managed **research**, presentation, and documentation deadlines with a structured milestone tracker.
- Maintained meeting notes and decision records that supported consistent team handoffs.

**Paid Media Operations Lab**

January 2025 - May 2025

Student Lab

*Madison, WI*

Completed supervised lab work covering paid **media planning**, vendor selection, **creative trafficking**, reporting, optimization, and documentation. Produced research summaries, comparison materials, Traffic Sheets, and spreadsheet calculations while practicing accurate ownership across time sensitive team assignments.

- Completed paid media exercises spanning planning, vendor selection, trafficking, **reporting**, and **optimization**.
- Built vendor comparison materials documenting offerings, required records, and focused planning questions.
- Applied spreadsheet math to media cost and delivery exercises, then reconciled discrepancies.
- Produced **Word** and PowerPoint research summaries for instructor and peer review.
- Matched digital assets with placements and documented specifications in **Traffic Sheets**.
- Completed time sensitive team assignments with clear ownership and accurate documentation.

**PROJECTS**

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**Healthcare Audience Planning Study** 📅 2026

Created a supervised audience planning study for a patient education scenario. Compared research sources, documented assumptions, and translated findings into practical media recommendations for classroom review.

**Vendor Evaluation and Documentation Simulation** 📅 2025

Built a classroom simulation covering vendor comparison, RFP evaluation, campaign authorization records, NDAs, W9s, insertion orders, and countersignature tracking.

**LEADERSHIP & AWARDS**

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- Dean's List recognition, 2025, reflecting consistent academic performance at University of Wisconsin Madison.
- Advertising Capstone Presentation Recognition, 2026, awarded for clear media planning analysis and presentation delivery.
- Peer presentation coaching contribution, 2025 to 2026, recognized through recurring support for student presenters.

**CERTIFICATIONS**

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- Google Digital Marketing and E-commerce Certificate 📅 2026
- Microsoft Learn, Excel for Data Analysis 📅 2025

**PROFESSIONAL AFFILIATIONS**

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- Student Advertising Association, Media Planning Committee Member, 2025 to 2026, connecting classroom planning with collaborative practice.
- Campus Peer Presentation Coach, 2025 to 2026, helping classmates clarify recommendations and present research with confidence.

**LANGUAGES**

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- English (Native)
- Spanish (Intermediate)

**ADDITIONAL INFORMATION**

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**Work Status** : Authorized to work in United States. No sponsorship required.

**REFERENCES**

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AVAILABLE ON REQUEST